

**Appl. No. 10/034,897
Amdt. dated August 8, 2005
Reply to Office action of May 13, 2005**

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.-29. (Canceled).

30. (New) A method of accessing a website, comprising:
detecting a visual mnemonic associated with a video clip;
converting said visual mnemonic to a uniform resource locator (URL); and
accessing said website using said URL.
31. (New) The method of claim 30 wherein visual mnemonics are encoded into the video clip at periodic intervals.
32. (New) The method of claim 30 wherein detecting the visual mnemonic comprises detecting a visual identifier value associated with said visual mnemonic.
33. (New) A method of accessing a website, comprising:
playing a video clip;
clicking on a screen location during playback of the video clip; and
accessing said website based on said screen location.
34. (New) The method of claim 33 wherein accessing said website based on said screen location is also based on a time during playback of the video clip at which the screen location was clicked.

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35. (New) The method of claim 33 wherein accessing said website based on said screen location comprises using a data file, separate from the video clip, said data file including information that identifies various areas of the screen at various points in time during the video clip.

36. (New) A method of accessing a website, comprising:
detecting a mnemonic pertaining to raster lines associated with a non-viewable portion of a computer display; and
converting said visual mnemonic to a uniform resource locator (URL) associated with said website;
wherein said visual mnemonic is representative of the website, but is not the URL.

37. (New) The method of claim 36 further comprising accessing said website using said URL.

38. (New) A system, comprising:
a processor; and
a display coupled to said processor;
wherein a video clip is played on said display and said processor detects a visual mnemonic associated with a video clip, causes said visual mnemonic to be converted to a uniform resource locator (URL), and accesses a website using said URL.

39. (New) The system of claim 38 wherein visual mnemonics are encoded into the video clip at periodic intervals.

40. (New) The system of claim 38 wherein the visual mnemonic is identified in the video clip by an identifier.

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41. (New) A system, comprising:
a processor; and
a display coupled to said processor;
wherein a video clip is played on said display and said processor accesses
a website based on a screen location selected by a user during
playback of the video clip.
42. (New) The system of claim 41 wherein said processor accesses said
website also based on a time value during playback of the video clip at which the
user selected the screen location.
43. (New) The system of claim 41 wherein said processor accesses said
website also based on using a data file, separate from the video clip, said data file
including information that identifies various areas of the screen at various points
in time during the video clip.
44. (New) A system, comprising:
a processor; and
a display coupled to said processor;
wherein said processor detects a mnemonic pertaining to raster lines
associated with a non-viewable portion of said display and causes
said mnemonic to be converted to a uniform resource locator (URL)
associated with a website.
45. (New) The system of claim 44 wherein said visual mnemonic is
representative of the website, but is not the URL
46. (New) The method of claim 44 wherein said processor accesses said
website using said URL.